



**Sonoma County Continuum of Care Strategic Planning
Agenda Report**

Item No: 1
Subject: October 20, 2023 Strategic Planning Meeting Agenda
Meeting Date: October 20, 2023
Staff Contact: Alea Tantarelli, Alea.Tantarelli@Sonoma-County.org

SUMMARY

This staff report presents the October 20, 2023 CoC Strategic Planning Committee Meeting proposed agenda. The agenda contains all proposed items that will be discussed by the Strategic Planning Committee. The proposed agenda is attached as Attachment A.

RECOMMENDED ACTION(S)

Approve October 20, 2023 agenda.

Attachment A

**Sonoma County Continuum of Care (CoC) Strategic Planning Committee
Agenda for October 20, 2023
9:00am-10:00am Pacific Time**

Virtual Meeting: Join Zoom Webinar

<https://sonomacounty.zoom.us/j/94233222676?pwd=TlExUDVEdnRpSFkrVGQzSmxZMS9BZz09>

Passcode: 976436 Webinar ID: 942 3322 2676 Telephone: 1 669 900 9128

	Agenda Item	Packet Item	Presenter	Time
	Welcome, Roll Call and Introductions		Tom Bieri /Alea Tantarelli	9:00am
1.	Approve Agenda (ACTION ITEM)	10/20/23 Agenda	Tom Bieri	9:05am
2.	Approve Minutes (ACTION ITEM)	06/16/23 & 8/18/23 Minutes	Tom Bieri	9:07am
3.	Update on Safety Workgroup (Potential ACTION ITEM)		Tom Bieri	9:10am
4.	Benioff Study Discussion Workgroup (Potential ACTION ITEM)		Tom Bieri	9:20am
5.	Strategic Planning Year 1 Priority Update General Clarifying Questions from SPC Specific questions related to: <ul style="list-style-type: none"> • Equity • Communications (Potential ACTION ITEM)	-Year 1 Priority Update Document -CoC Communications Plan	Dave Kiff/ Michael Gause Tom Bieri	9:30am 9:25am 9:30am
6.	Committee and Public Comment on Non- agendized Items (Potential ACTION ITEM)		Tom Bieri	9:50am

PUBLIC COMMENT:

Public Comment may be made via email or during the live zoom meeting. To submit an emailed public comment to the Committee email Araceli.Rivera@sonoma-county.org. Please provide your name, the agenda number(s) on which you wish to speak, and your comment. These comments will be emailed to all Committee members. Public comment during the meeting can be made live by joining the Zoom meeting. Available time for comments is determined by the Chair based on agenda scheduling demands and total number of speakers.



**Sonoma County Continuum of Care Strategic Planning Committee
Agenda Report**

Item No: 2
Subject: CoC Strategic Planning Committee Minutes for 06/16/23 & 8/18/23
Meeting Date: October 20, 2023
Staff Contact: Alea Tantarelli, Alea.Tantarelli@Sonoma-County.org

SUMMARY

This staff report briefly summarizes the minutes from the previous meeting on June 16, 2023 and on August 18, 2023. The minutes reflect a general summary of the previous meeting's activities and are not intended to reflect verbatim comments. The minutes are attached as Attachment **A & B**.

RECOMMENDED ACTION(S)

Approve minutes from 06/16/23 and 08/18/23



ATTACHMENT A

Committee members: Chair Tom Bieri | Co-Chair Ludmilla Bade

Dennis Pocekay, Rebekah Sammet, Jennielynn Holmes, Ben Leroi, Matt Barnes, Julia Gaines, Angela Struckmann, Tim Miller, Wendell Coleman

**Strategic Planning Committee
Minutes for June 16, 2023**

- 0. 9:02am WELCOME/CALL TO ORDER/ROLL CALL-Alea**
 - a. DHS Staff Present:** Alea Tantarelli, Michael Gause, Dave Kiff,
 - b. Members Present:** Dennis Pocekay, Tom Bieri. Ludmilla Bade, Rebekah Sammet, Jennielynn Holmes, Ben Leroi, Matt Barnes, Julia Gaines
 - c. Absent:** Angela Struckmann, Tim Miller, Wendell Coleman

- 1. AGENDA APPROVAL:**
 - a.** MOTION made by Dennis Pocekay second by Rebekah Sammet: Passed
- 2. APPROVE MINUTES FROM 4/21/23 MEETING:**
 - a.** MOTION to approve the minutes made by Ben Leroi second by Dennis Pocekay. Passed

3. Proposed Format and Structure of the Strategic Planning Committee (ACTION ITEM)

Alea Tantarelli explains the CoC Strategic Planning Committee description on 2023 Application *This committee will monitor and report back to the CoC Board on strategic plan progress to ensure the vision of zero functional homelessness is achieved, including alignment of services and policies across the system of care.*

Alea Tantarelli also presents the CoC Board direction for Strategic Planning Committee *The Strategic Planning Committee:*

- a. Seek new and returning members, and*
- b. Continue to meet as a Committee in a public setting every other month for one focused hour. During this hour, staff will provide updates, engage stakeholders in the implementation process, and answer any outstanding Committee and public questions about Strategic Plan progress;*
- c. Work with staff to develop a convenient and transparent tracking system to follow Action Plan items, especially for Year 1;*
- d. Report back to the CoC Board directly following each SPC bi-monthly meeting on Strategic Plan progress (or lack thereof); and*
- e. Sunset and thank the Committee's working groups, instead bringing any remaining work to the SPC for follow-ups.*

Tom Bieri proposes that the Committee meet in person or a hybrid, but the Committee felt moving to in person would limit accessibility and that we aren't ready to host hybrid meetings well. The SPC will continue to meet virtually.



Tom Bieri proposed that the Committee report out on how we are collectively making progress in four areas of our strategic plan: Funding, equity, safety and communication.

Ludmilla Bade suggests adding 'Board Member Comments' to the end of the agenda
Public Comment: none

4. Strategic Plan Accountability (Potential ACTION ITEM)

Julia Gaines wonders how we are measuring success and how we know that the plan is doing what it is intended to do.

Michael Gause shares about the PIT count and the 22% reduction in homelessness from 2022-23. The strategies within the Strategic Plan are accountable metrics in and of themselves.

Public Comment:
Davis Bernstien.

5. Strategic Planning Year 1 Priority Update (Potential ACTION ITEM)

Staff continue to update the Strategic Planning Committee on the progress of our year 1 Strategic Planning priorities. Progress is currently being made in all priority areas.

Ben Leroi requested the staff update be moved to the top of the next meeting agenda and to be sent the written Strategic Plan year 1 updates.

Public Comment: David Berstein & Gerry La Londe-Berg

6. Public Comment on Non-agendized Items

Ludmilla Bade requested the meeting duration should be 90 minutes and to add that to the next meeting agenda.

Public Comment: None

Meeting adjourned.



ATTACHMENT B

Committee members: Chair Tom Bieri | Co-Chair Ludmilla Bade
Dennis Pocekay, Rebekah Sammet, Jennielynn Holmes, Ben Leroi, Matt Barnes, Julia Gaines, Angela Struckmann, Tim Miller, Wendell Coleman

**Strategic Planning Committee
Minutes for August 18, 2023**

- 0. 9:02am **WELCOME/CALL TO ORDER/ROLL CALL-Alea**
 - a. **DHS Staff Present:** Alea Tantarelli, Michael Gause, Dave Kiff,
 - b. **Members Present:** Dennis Pocekay, Tom Bieri, Ludmilla Bade, Rebekah Sammet, Ben Leroi, Julia Gaines, Angela Struckmann, Tim Miller
 - c. **Absent:** Wendell Coleman, Matt Barnes, Jennielynn Holmes

1. AGENDA APPROVAL:

Motion from Tim Miller. Second from Ludmilla Bade. Passed
No Public Comment

2. APPROVE MINUTES:

No minutes available for approval. Rebekah is stepping down as Secretary. No one volunteered to be Secretary.
No Public Comment

3. Strategic Planning Year 1 Priority Update (ACTION ITEM)

Staff continue to update the Strategic Planning Committee on the progress of our year 1 Strategic Planning priorities. Progress is currently being made in all priority areas. The Committee was pleased to see the development of more permanent housing units.

Tom Bieri proposed the formation of a safety workgroup.
Ben Leroi suggests that the Provider Group that Margaret Sluyk organizes might be a better place to have this workgroup.

Ben Leroi made a motion to take this really important topic to the provider group to have a Work Group on this particular topic and have Tom and others who are particularly passionate about it help lead and facilitate that discussion at the Provider Group or work group of the Provider Group, and through the friendly amendment to have the Leap Board informed that this topic is coming through the Provider Work Group so that the Leap Board can discuss it if they wish.
Second from Angela Struckmann.

Public Comment:
Colleen Halbohm

Roll Call Vote:



Tom Bieri - APPROVE
Ludmilla Bade - APPROVE
Dennis Pocekay - APPROVE
Rebekah Sammet - APPROVE
Jennielynn Holmes - ABSENT
Ben Leroi - APPROVE
Matt Barnes - ABSENT
Julia Gaines - APPROVE
Angela Struckmann - APPROVE
Tim Miller – APPROVE
Wendell Coleman – ABSENT

Motions passes

4. Benioff Study Discussion & Potential Workgroup (ACTION ITEM)

Ludmilla Bade discusses key points from the Benioff Study and proposes a workgroup be formed to discuss the results of the study.

Rebekah Sammet makes a motion to create a workgroup that Ludmilla could facilitate,

This workgroup would discuss the recently released Benioff Study and how it aligns with the Strategic Plan. Additionally, areas in the study that stood out and can be addressed will be explored.

Second from Ludmilla Bade

Public Comment: Gerry La Londe-Berg

Roll Call Vote:

Tom Bieri - APPROVE
Ludmilla Bade - APPROVE
Dennis Pocekay - NO
Rebekah Sammet - APPROVE
Jennielynn Holmes - ABSENT
Ben Leroi - ABSTAIN
Matt Barnes - ABSENT
Julia Gaines - NO
Angela Struckmann - APPROVE
Tim Miller - APPROVE
Wendell Coleman – ABSENT

Motions passes

5. Committee and Public Comment on Non-agendized Items (Potential ACTION ITEM)

Sonoma County Continuum of Care Board Strategic Planning Committee Minutes



No Public Comment

10:00am Meeting adjourned

**Sonoma County Continuum of Care
Agenda Report**

Item No: 5
Subject: Strategic Planning Committee Update
Meeting Date: October 20, 2023
Staff Contact: Michael Gause, Ending Homelessness Program Manager,
Michael.Gause@sonoma-county.org

SUMMARY

At each meeting, staff provide an overview of progress on the year one efforts. This report identifies progress made.

RECOMMENDED ACTION(S)

Informational Item only.

ATTACHMENTS:

Strategic Planning First Year Efforts Update located here:

https://share.sonoma-county.org/link/Ev4Q5E_M9k0/



**Sonoma County Continuum of Care
Agenda Report**

Item No: 5
Subject: CoC Communications Approach
Meeting Date: October 20, 2023
Staff Contact: Alea Tantarelli, Alea.Tantarelli@sonoma-county.org

SUMMARY

This item is a report to the Continuum of Care’s (CoC) Strategic Planning Committee on the progress of the CoC communications work as outlined in the Sonoma County 5 Year Strategic Plan to end Homelessness’ Year One year one priorities.

ACTION

Informational item only.

DISCUSSION

The Sonoma County Continuum of Care developed a 5-year Strategic Plan to Prevent and End Homelessness in 2022 (effective 2023-2027). The plan identified many important priorities and strategies, including implementing an effective communications approach (Action Item 3.5[a]) as a Year One priority. County of Sonoma Department of Health Services’ (DHS’) Ending Homelessness Team established an internal staff group to guide the communications effort.

The Action Item read as follows:

3.5(a) Convene the County communications team, city information teams, and outside assistance to inform the CoC Board, the County, cities, service providers, the media, the public, and persons experiencing homelessness as effectively and regularly on current issues, funding, practices, and programs in the Sonoma County System of Care.

Information should include:

- Social media posts and print media content;
- Regular opportunities for the public to speak with and ask questions of key officials within the System of Care, including members of the LEAP Board;

- A dashboard of data and key metrics associated with the System of Care (as shown in 3.4a), including comparisons to State and National data, as well as trends over the previous 3-year period;
- Progress made on this Strategic Plan;
- Content relevant to persons experiencing homelessness; and
- Content relevant to diverse audiences, using culturally competent methods and translations.

The attached Communications Plan highlights strategies to meet the Action Item's suggestions to communicate with stakeholders effectively and regularly about current issues, funding, practices, and programs in the Sonoma County System of Care.

While all strategies are being worked on, the two primary areas of focus for staff (currently) are:

- 1) Developing an improved and updated (and remediated for persons with enhanced access needs) Continuum of Care (and DHS/Homelessness Services Division) **website** to be completed by January 2024.
- 2) Regularly scheduled **social media posts**, including graphics and curated video content. Posts will include definitions of key terms, positive stories, challenges, helpful statistics, and current information. An Ending Homelessness staff member will be responsible for monitoring social media and responding regularly and respectfully to questions and comments. Translation into Spanish provided.

Website Revamp: Staff met as an Internal Communications committee to review examples of other Continuum of Care websites and incorporate inputs and suggestions for improvements to the Homelessness Services Division of the Department of Health Services (DHS) website. Staff consulted with Sonoma County Information Systems Department's (ISD) Website Development Team on implementing changes to the website's navigation functions. A staging website was created on a full-width format with a horizontal navigation bar. Webpages containing specific content have been connected and grouped by general subjects in the navigation bar located at the top of the website landing page and will be presented to the CoC Board for feedback.

Social Media Posting: Staff started a social media campaign and created a campaign schedule to publicize and educate the public about available CoC programs, funding and other resources to help address homelessness and highlight the progress and success stories of individuals in Sonoma County that have overcome homelessness. The campaign started on July 17, 2023 and currently runs through May 24, 2024. Social media platforms include the County of Sonoma Facebook page, Instagram and Nextdoor. Information will be posted every Friday on the County of Sonoma's social media platforms. Certain posts such as announcements regarding public forums, CoC Board meetings and success stories of individuals that have overcome homelessness will be regularly occurring posts.

Internal Communications Committee: Michael Gause, Gilbert Martinez, Adam Siegenthaler, Andrew Akufo, David Hiatt & Alea Tantarelli

ATTACHMENTS

- A. DRAFT Communications Plan
- B. 5 Year Strategic Plan to Prevent & End Homelessness:
<https://sonomacounty.ca.gov/health-and-human-services/health-services/divisions/homelessness-services/continuum-of-care/strategic-plan>
- C. Communications content priorities:
<https://docs.google.com/document/d/1HpI9HykLEfv58Yw1I6Wlc-zIheBJxzfJF9de4kWJqnM/edit>

Attachment A

CoC Communications Plan (DRAFT)**Introduction**

The Sonoma County Continuum of Care developed a [5-year Strategic Plan to Prevent and End Homelessness](#) in 2022 (effective 2023-2027). The plan identified many important priorities and strategies, including implementing an effective communications approach as a Year One priority. County of Sonoma Department of Health Services' (DHS') Ending Homelessness Team established an internal staff group to guide the communications effort.

This communications plan highlights our plan to effectively and regularly communicate with stakeholders about current issues, funding, practices, and programs in the Sonoma County System of Care. The following outlines a communications plan that builds upon existing methods and incorporates new methods of communications and outreach. The plan identifies ways to utilize existing resources better, augment those resources where needed, and communicate with specific audiences using a variety of communications methods and tools.

3.5a of the Strategic Plan: Convene the County communications team, city information teams, and outside assistance to effectively and regularly inform the CoC Board, the County, cities, service providers, the media, the public, and persons experiencing homelessness as to current issues, funding, practices, and programs in the Sonoma County System of Care.

Information should include:

- Social media posts and print media content.
- Regular opportunities for the public to speak with and ask questions of key officials within the System of Care, including members of the LEAP Board.
- A dashboard of data and key metrics associated with the System of Care (as shown in 3.4a), including comparisons to State and National data, as well as trends over the previous 3-year period.
- Progress made on this Strategic Plan;
- Content relevant to persons experiencing homelessness; and
- Content relevant to diverse audiences, using culturally-competent methods and translations.

Why the CoC Needs to Enhance Communications Efforts

The Continuum of Care Board and its Lead Agency staff, the DHS Ending Homelessness team, are elected officials, other individuals and public and non-profit agencies who work collaboratively to prevent and end homelessness, however, at times the work is not communicated beyond the Division. This Communications Plan is intended to facilitate better internal and external communications following the goal of the Strategic Plan, and to help ensure that accurate and

reliable information is shared regularly (along with pushing back respectfully against common misinformation). Listening to the community and responding in an effective, respectful, and prompt manner is of the highest importance.

Goal

To communicate promptly, consistently, and effectively using a variety of communications tools to share key messages and information and facilitate two-way communication between key officials within the system of care and the CoC Board, the County of Sonoma, cities, service providers, the media, the public, and persons experiencing homelessness or with Lived Experience in homelessness. A key focus will be on providing content that is accessible to all, especially those communities who are overrepresented in the unhoused community.

Audience

- A. The general population of Sonoma County that knows about homelessness, but may not know about strategies, solutions, and programs.
- B. Persons experiencing homelessness
- C. Persons with previous lived experience of homelessness
- D. The Continuum of Care Board and its Committees
- E. Homelessness service providers
- F. Local elected and appointed officials in cities, County government, and school districts
- G. Local philanthropic organizations.
- H. State and Federal representatives
- I. Traditional media writers and providers (including newspaper and radio)

Objectives

1. To present and interpret current trends in homelessness in Sonoma County.
2. To present and explain current programs and projects, including funding sources.
3. To update people on the implementation of the Strategic Plan.
4. To increase the public's knowledge of best homelessness practices, terms, definitions.
5. To assist persons who are experiencing homelessness to connect to services.
6. To assist persons on the verge of homelessness with service connections and homelessness prevention programs.
7. To present and show successes and challenges of our service provider community.
8. To share stories from and encourage more individuals to enter the field of homelessness care / service provision.
9. To show and explain System and Program Performance Measures for Sonoma County, including how Sonoma County's programs score internally and how the system compares with other systems across the Bay Area, California, or the country.

Strategies, Methods & Timing

- An improved and updated (and remediated for persons with enhanced access needs) Continuum of Care (and DHS/Homelessness Services Division) **website** (to be completed by January 2024).
- A **Data Dashboard** on the website is easy to read, visually interesting, with graphics that have some analysis and insights beside them (Completed by December 2023).
- **Social media posts**, including graphics and curated video content. Posts will include definitions of key terms, positive stories, challenges, helpful statistics, and current information. Posting will occur weekly on Facebook, Nextdoor and Instagram. An Ending Homelessness staff member will be responsible for monitoring social media and responding regularly and respectfully to questions and comments. Translation into Spanish provided.
- A **monthly public forum online webinar**. This may include up to two hosts each time, be one hour in duration, with 10-15 minutes of presenting information or key concepts, and the rest Q&A open discussion. These forums will be recorded and posted on social media and the CoC website. The first forum will be in October 2023. Concurrent ASL and Spanish translation provided.
- An **annual Homelessness Report** posted on the website and easily printable that asks and answers “how are we doing? Intended to include but not be limited to Point in Time Count information, system and program performance metrics with limited analysis, new programs and projects that came online during the year, anticipated projects coming in the near future, and an update on progress towards the Strategic Plan’s goals. Translated into Spanish. (Completed by January 2024)
- A **state-of-the art 2-1-1 resource for persons experiencing or at risk of homelessness**, with more extensive information that is updated regularly by United Way of the Wine Country and the DHS/HS Team (pacing of updates are monthly from EH Division with 2-1-1 representative). By February of 2024, our goal is to have a 2-1-1 system that is working appropriately to connect people with homelessness services and resources, and that people who use 2-1-1 for this purpose will feel like the resources was valuable. A “secret shopper” and customer survey system should be used to ensure that the 2-1-1 – DHS/HS relationship is working correctly.
- Continuation of the regular **Lived Experience Advisory Planning (LEAP) Board** meetings, which provide a direct feedback loop to the CoC Board and to the DHS/HS team as to the needs and concerns of the Lived Experience community.
- The start-up of a **Youth Action Board (YAB)** to enhance the voices and needs of Transition-Aged Youth who are experiencing homelessness or are at risk of homelessness. To be done by July 2024.

Implementation and Review

The plan will be implemented via an **internal DHS Communications Committee** that meets twice monthly (internal) – Michael Gause, Gilbert Martinez, Adam Siegenthaler, Andrew Akufo, David Hiatt & Alea Tantarelli.

A second outside and public **Advisory Panel**, made up of up to seven (7) Continuum of Care board or general membership members (including representatives from the Lived Experience Advisory Planning Board as well as from communities of color that may be overrepresented in the unhoused community) will meet quarterly to advise the internal communications team as to successes and challenges of the past quarter's public communications.